

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 11126 251014Z
ACTION EA-09

INFO OCT-01 EUR-12 ISO-00 EB-08 /030 W
-----063284 251211Z /43

R 250806Z JUL 77
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 9601
AMCONSUL HONG KONG
AMEMBASSY LONDON

UNCLAS TOKYO 11126

COMMERCE FOR OIM/WELCH

HONG KONG FOR E/C
LONDON FOR USTC PASS BORROWMAN

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: CLOSE-OF-EXHIBITION REPORT: ELECTRONIC COMPONENTS AND
MATERIALS EXHIBITION, JULY 18-22, 1977, U.S. TRADE CENTER, TOKYO

1. U.S. FIRMS SEEKING REPRESENTATION: SIX
(A) SALES REPRESENTATIVES APPOINTED: FIVE
EXPECTED NEXT 12 MONTHS: ELEVEN
LEADS OBTAINED: THIRTY

(B) LICENSEE AGREEMENTS SIGNED: NONE
EXPECTED NEXT 12MONTHS: NONE
LEADS OBTAINED: ONE

(C) JOINT VENTURE AGREEMENTS SIGNED: NONE
EXPECTED NEXT 12 MONTHS: NONE
LEADS OBTAINED: NONE

2. \$21,931,000

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(A) ACTUAL DURING EVENT: \$156,000
(1) NTM: \$149,500
(2) OTM: \$6,500

(B) EXPECTED NEXT 12 MONTHS: \$21,775,000
(1) NTM: \$18,535,000
(2) OTM: \$3,240,000

(C) LEADS OBTAINED: 5,543
(1) NTM: 3,882
(2) OTM: 1,661

3. REGISTERED VISITORS: 2,428 (2,505 HAND-COUNT)

4. TOTAL PARTICIPANTS: THIRTY-ONE REPRESENTING SIXTY-THREE

(NTM/NTE-47, OTM-16)

5. PRIMARY PARTICIPATION OBJECTIVE:

(A) FULLY ACHIEVED: FORTY-SEVEN
(B) PARTIALLY ACHIEVED: SIXTEEN
(C) FAILED TO ACHIEVE: NONE

6. U.S. EXHIBITORS WITH REP'S ATTENDING FROM U.S.: ELEVEN

7. NARRATIVE:

NEWLY ARRIVED AMBASSADOR MANSFIELD OPENED EXHIBITION AT RECEPTION
JULY 18, ATTENDED BY DCM, EMIN, AND ABOUT 200 INVITED GUESTS. TOTAL
NUMBER OF VISITORS REGISTERED WAS 2,428, A SMALLER NUMBER THAN ATTEND
ED
JULY 76 EXHIBITION IN SAME THEME BUT TOTAL OF IMMEDIATE AND PROJECTED
SALES REACHED RECORD LEVEL OF \$21,931,000. EXHIBITORS WERE UNIFORMLY
PLEASED WITH QUALITY OF VISITORS AND ALL REPORTED AT LEAST
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PARTIAL ACHIEVEMENT OF PRIMARY PARTICIPATION OBJECTIVE. THE
THREE EXHIBITORS SEEKING REPRESENTATION WERE ESPECIALLY APPRECIATIVE
OF THE NUMBER AND QUALITY OF APPOINTMENTS ARRANGED BY THE E/C
SECTION.
MANSFIELD

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 25-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TOKYO11126
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770264-0631
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770721/aaaaarvy.tel
Line Count: 99
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 44070e64-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
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Retention: 0
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Review Content Flags:
Review Date: 25-Feb-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
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SAS ID: 1755007
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